



Promotions Coordinator Quick Reference Guide

Communicate

(with the person ordering on bulletin)

Communicate With the Person Responsible for Planning/Ordering Promotional Product Prior to the Bulletin Ordering Due Date

- The bulletin ordering due date is typically three and a half months prior to the promoted month
- The bulletin ordering due date can be viewed on the top of the Win the Month page on ACENET

10-Minute Conversation with Promotions Coordinator sheet

- Ensure you review this sheet with the person responsible for planning/ordering prior to the bulletin ordering due date
- The sheet can be viewed on the month's Win the Month page on ACENET
- Details on how to utilize the sheet are on pages 4 and 5 of the Promotions Coordinator Training Guide

The image shows two overlapping sheets. The top sheet is titled '10-Minute Conversation with Promotions Coordinator' and features a grid for planning promotional products. The bottom sheet is titled 'September End Cap Plan' and contains a table for planning end cap signs and window posters, with columns for 'Product', 'Quantity', 'Start Date', 'End Date', and 'Comments'.

Customized End Cap Header Signs & Window Posters

- Stores on the FULL sign kit can create up to three customized end cap header signs/window posters per month
- Customized signage must be created during the Bulletin Ordering Window and will be received in the promoted month's sign kit
- Details can be found at the following path: ACENET > Marketing > Promotions > Sign Kit Customization



Promotional Execution

Win the Month Page on ACENET

- Centralized location for all things promotion related for a specific month
- View Win the Month page content descriptions and an update schedule on pages 10 through 13 of the Promotions Coordinator Training Guide
- Path: ACENET > Marketing > Promotions > Win the Month Planners > Select Month

Promotional Execution

(continued)

Execution Guide

- First thing to review from the sign kit each month
- Contains promotional information including a Signage Operations Guide along with open space & endcap execution recommendations.
- An electronic version of the Execution Guide is located on the Win the Month page on ACENET

Sign Kit

- Received around the 20th of the month prior to the promotional month
- Place the sign kit in a designated spot once received and ensure associates know not to dispose of unused signage
- View the orange packing list to confirm all components are included
- Various contents of the sign kit will be used at different points during the month
- View the "In-Store Signage Zones" and "Sign Kit Components" sections of the Promotions Coordinator Training Guide starting on page 18 for full details on the sign kit components and how to utilize them



Communicate

(with consumer facing associates)

Communicate With Consumer-Facing Associates Prior to the Start of the Promotion

- See details to the right and on page 34 of the Promotions Coordinator Training Guide

Daily Store Huddle Guide

- Ensure you discuss promotions during Daily Store Huddles
- See details on pages 35 through 37 of the Promotions Coordinator Training Guide for tips on how to utilize the Promotions related areas on the Daily Store Huddle form
- Search for "Conduct Huddle Meetings" on Ace Way of Retailing (AWOR) for additional information on Daily Store Huddles

Communication	Communication Date	Who	Task
Ace Learning Place Training	By the 15th of month prior	Training Supervisor	-Ensure Associates have taken the Win the Month training
System Setup Confirmation	15th of month prior	IT Tech	-Confirm Hot Sheets were picked up -Test Dynamic Promotions
Promotions Overview	Last day of the month prior & as needed during the month	All Consumer-Facing Associates	-Review promotions & flyers
Promoted Inventory Discussion	Last day of the month prior & as needed during the month	Floor Associates	-Where are promoted items displayed in store? -Is there additional inventory off the floor? -Are you low on any items, and when will you be receiving additional inventory?
Daily Huddles	Each day of the month	Manager/Supervisor	-Review promotional info with managers/supervisors who are in charge of Daily Huddles to ensure the info is discussed
Dynamic Promotions	1st day of the promoted month	Cashiers	-Review the Dynamic Promotions outlined in the Execution Guide
Ace Rewards Promotions	1st day of the promoted month	Cashiers	-Review Ace Rewards offers valid for the month (Targeted Offers, Rewards, Recurring, etc.)

Maintenance & Exit Strategy

Maintenance: First two weeks of the month

- Review the power aisle for low or out of stock promo product
- Fill product from back stock, if available
- If product is out of stock, stock reserve anticipated demand based on POS sales for the week(s) prior
- Important: Check your current quantity on order before ordering
- If product cannot be ordered, substitute with a similar or related product

Maintenance: Last two weeks of the month

- Continue to review promo product for inventory level
- For overstock, consider extending promotion pricing or reducing the retail

Exit Strategy

- Work with the Inventory Coordinator to determine what the exit strategy is for the store
- Markdown strategy best practices can be found on Ace Way of Retailing (AWOR) and searching for "Markdown Strategy"
 - AWOR PATH: ACENET > Manage My Store > Systems & Operations > Ace Way of Retailing